



- Time Inc. unveils plans for national cable guide
- Turner reaches accord with NFLPA for 18 games
- Bronx franchise pact struck, NYC wrinkles remain
- Fiberoptic technology for CATV cautiously praised

CableVision

The news and features weekly of the cable television industry

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Cable security unleashed:

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Home protection
business running
on fast track

PLUS

Pay-per-view:
A case of nerves

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Satellite Program Network reflects its chairman's dollar-and-sense attitude toward customer service. **Page 23.**

Successful failure

It's rare that failure breeds success. But in the case of at least one theater production, *Come Back to the Five and Dime Jimmy Dean, Jimmy Dean*, its lackluster reception led to new life on film. **Page 23.**

Security ventures

Viacom has become the latest MSO to enter the alarm security business in a joint venture in San Francisco. **Page 55.**

SelecTV offer

SelecTV will offer its adult pay service to 100 cable operators serving the Los Angeles ADL. However, those operators will not need to be concerned about channel space or a necessary earth station. **Page 55.**

Cable security

Interest is running high and the major equipment manufacturers are pushing hard to meet ambitious production levels as marketers are touting record sign-up. *CableVision* takes a look at this hot issue. **Page 61.**

S. 2172 resting nicely

Sen. Barry Goldwater's complex and controversial Cable Telecommunications Act of 1982 is basically on hold in the Senate. The bill is on the calendar, but action is not expected for some weeks. **Page 69.**

About the cover

This week's cover was photographed by Titsch Photography Editor Rob Stuehrk.

NYC treaty

After months of wrangling, Cablevision Systems and New York City officials have reached an agreement on the company's operation in the Bronx. Remaining issues continue to block a final pact for the entire city. **Leading the week, pages 13-18.**

Time guide

Time Inc. has unveiled its long-awaited plan for a national cable guide. The company expects to spend \$100 million on *TV-Cable Week*. **Leading the week, pages 13-18.**

Pigskin pact

Turner Broadcasting and the National Football League Players Association have reached an agreement to televise 18 football games should a strike disrupt the regular NFL fall schedule. **Leading the week, pages 13-18.**

USFL video link

The United States Football League will be a major factor in the continued growth of sports on cable television. That was the prediction of Chet Simmons, league commissioner, which he made in NYC last week. **Leading the week, pages 13-18.**

Optic praise

Fiberoptic technology for CATV use drew cautious praise from participants of a two-day seminar held in Boston last week. **Leading the week, pages 13-18.**

SPN approach

The fall programming lineup for the

This week in CableVision Plus

Now that the dates have been set, the prospect of blockbuster movies on pay-per-view is making some operators edgy. Will the original *Star Wars* be as big a hit in the living room as it was in the theater—arriving as it is on the heels of a re-release and just prior to an engagement on pay TV? Universal's *The Pirates of Penzance* is an even riskier proposition, some say, despite the glamour connected with a concurrent movie house debut. Without the benefit of word-of-mouth, it could prove to be a tough sell. As many operators know, the toughest sell of all sometimes is the new customer who decides to disconnect in the first six months. To keep them in the fold, pay TV programmers are geared up to put as much energy in retention marketing as they did in acquisition. **Pages 31-34.**

Cover story



Lori Shoaf watches screens at the central monitoring station of American Cable Security in Littleton, Colo.

Cable security

Business potential has strong attractions despite technical, production difficulties and the need for educating the consumer

NEW YORK—Cable security is coming into its own. Interest is running high and the major equipment manufacturers are pushing hard to meet ever more ambitious production levels. Marketers are touting record numbers of subscriber sign-ups per month and some industry analysts are looking five years ahead to a 10 percent penetration of homes passed by two-way interactive cable that will carry security.

A recently released report entitled "Home Security: The Impact of Cable TV" by International Resource Development (IRD) said, "High installation and monitoring costs will remain the compelling force limiting the potential security market to between 3 and 5 percent of the population until two-way interactive cable television sweeps those barriers aside on its own momentum."

However, cable system operators have been wary for reasons of their own—about jumping onto the security service bandwagon. The excessive capital cost involved in two-way capabilities is but one concern. High installation and monitoring costs, shipping delays, operational problems such as false alarms, stuck transmitters and in-home terminal adjustments, as well as concern over reliability and who will answer alarm calls have served to inhibit the industry's growth.

This year has been the first for a solid emerging market in cable security. There are more than 100 new franchises where cable operators have promised to offer security services. These franchises will pass

nearly nine million homes. In the nearer term, security currently is being marketed, or soon will be, to about nine million more homes.

Not accounted for are system upgrades and rebuilds as well as communities that have not awarded cable franchises. Many future franchises are in urban areas where there are expectations of particularly high security penetration. The high crime rate in many large cities, the pervasive fear of random violence and the fact that more than 50 percent of urban households are unattended during working hours makes security an obvious attraction in such unfranchised markets as New York City, Philadelphia, Chicago, Cleveland, Detroit and Milwaukee.

"Ninety-eight percent of the homes in North America do not have security systems and the thing that cable has going for it more than the technology is its ability to market a service," said Mike Corboy, president of TOCOM. At an average installation rate of slightly more than \$1,000 and an average monthly monitoring fee of \$16.50, this market could be a very sizeable one indeed. Even the most cautious prognosticators predict a 3 percent security penetration in three to five years. With security available to nearly 18 million homes, the number of subscribers could easily reach the 500,000 mark. Extrapolating from current industry figures, this could yield more than \$8.25 million in monitoring revenues and \$500 million in equipment sales.

Less conservative industry experts, who predict up to 10 percent penetration in the next five years, look to such things as pending legislation that will offer a federal income tax credit to homeowners who invest in a security system and cut down on the casualty losses claimed by taxpayers, and a growing trend in the insurance industry to offer up to a 10 percent reduction in homeowner's insurance to the household that is protected by a security system. These developments are being watched closely by insiders. The insurance industry spurred the growth of the commercial security business by refusing to cover businesses without an alarm system and offering reduced rates to those that invested in a better-than-average system. Will history repeat itself in the residential business?

"It's a multimillion-dollar business," according to Mike Korodi, president of Warner Amex Security Systems and a former general manager of QUBE's first operation in Columbus. "You're looking at a \$500 million dollar business in five years' time if the MSOs go into this with the right resources and large structures." And security service is, of course, just the first of the enhanced services. "We are proving the marketability and the success in selling a product on a two-way interactive load that happens to be security. This will allow us and prepare us in the future to offer many other non-video services."

Korodi expects non-entertainment services to exceed the profitability of

Cover story

entertainment services. "The MSOs will recognize that the revenues, which will be generated by non-entertainment services, will be of such magnitude that they will ultimately be a very profitable business. The investment is large but so is the potential return. "When you have \$30,000 a mile invested in cable plant, you must generate a lot of revenue to pay for that cable business."

"Cable security is going to be the first two-way service that is recognized as a business," Corboy said. Corboy concurred with Korodi in affirming the marketing superiority of cable. "The key is staffing it well—bringing in good marketing and sales people and installing and monitoring it correctly—just doing a good job—and you're going to make a lot of money in this business." Interest in the service is abundant, according to Corboy. "But it can't be just a sideline. I don't see business as coming in over the transom. It's got to be sold. Show me you can make money, show me it's a business and I say, 'Set up a team, set up a business plan, go about it as a separate business, and you will make a lot of money.'"

Many systems are available and on the market, but few are in place. Still others exist only on the drawing boards. Typically, "what's out there" is a control computer at the cable system headend with a full complement of peripherals such as hard copy printers, CRT displays, hard or floppy disk drives, an alarm software package and a rack-mounted RF master modem to interface with the cable plant and the subscriber terminals. At the subscriber's home, the terminal is the point of reception and transmission upstream to the headend. Some sort of alarm panel or controller provides the interconnection

between the terminal and the various sensors, alarm buttons and keypads. (See accompanying chart on p. 66 for a description of the top-of-the-line systems offered by the seven leading manufacturers. Please note that most manufacturers supply smaller-capacity systems, typically beginning with a subscriber capacity of up to 1,000, and with a price tag of about \$10,000 and up. All systems identified, with the exception of the Tele-Dat II, continuously poll the subscriber's home terminal downstream and obtain an upstream replay every few seconds.)

The home terminals are polled or interrogated by the central control computer sequentially and continuously every few seconds. The home terminals replay with their status. This feature sets cable-based remote monitoring apart from all other forms of security systems, in that the entire network of subscribers' terminals are continuously active. If one fails or is taken out of operation, the control computer is instantly aware of it and can initiate appropriate action.

If a sensor is tripped, the home terminal sends a signal upstream to the control computer. The computer repolls that terminal for verification and, once the alarm status is confirmed, the computer processes the data, activates the printer that produces on hard copy the alarm status, the necessary information about the residence in question and the instructions on what procedure must be followed. In most systems, extra printers and CRTs can be located in other places—the police department or private guard service office.

In case of power failure, most systems offer stand-by power via rechargeable batteries. Also, in case the cable plant fails to be able to transmit, a redundant digital

dialer (telephone line backup) is usually in place or offered as an option.

The recent excitement over cable security has created a great deal of pressure upon the equipment manufacturers to deliver the product. While the emphasis for some time has been on technical innovation, it has switched to the manufacturer's ability to deliver a working system that can be installed rapidly and inexpensively.

According to John Trudell, marketing vice president for CableBus, his forum has positioned itself specifically to meet this demand. CableBus markets systems that can be installed to work on existing cable at the headend in only one day. "CableBus has always been perceived as a technical innovator; in the past year we have been recognized as a responsible manufacturing company as well." Cliff Schrock, CableBus' chairman and founder said, "We are now building and shipping 1,500 terminals a month and hope to soon reach 3,000. In four months we will have shipped more terminals than all the other companies combined in the last several years."

Currently there are some 12,000 terminals in place. TOCOM reportedly is shipping 1,000 terminals a month and expects to ship 1,500 of the new 3000 models in October. "Our systems are available within 30 to 60 days of your order," Schrock said. "This is the best delivery schedule in the industry. Our most popular basic system is our 1,000-subscriber system. We offer a 100 percent trade-up policy in the first 12 months following purchase and a 75 percent trade-up for the second 12 months. This way we feel we can help facilitate rapid growth and catch the largest share of the market," Schrock said.

Even state-of-the-art gear is not without its bugs. TOCOM reportedly encountered

FIVE LARGEST CABLE SECURITY SYSTEMS

CITY/STATE	CABLE COMPANY	START-UP DATE	NO. OF SUBSCRIBERS	EQUIPMENT MANUFACTURER	AVG. INSTALL/MONITORING CHARGE	NO. OF HOMES IN MARKET AREA	NO. OF HOMES PASSED IN FRANCHISE AREA
COLUMBUS, OH	WARNER-AMEX	12/79	2900 CABLE CONNECTS 2700 TELCO SYSTEMS	DTI & PIONEER	\$18.50/\$1200	325,000	120,000
DAYTON, OH	VIACOM	1/79	1325 CABLE 300 TELCO SYSTEMS	TOCOM	\$17.50/\$775	200,000	75,000
FT. LAUDERDALE, FL	SELKIRK	2/80	1300 CABLE	TOCOM	\$15.95/\$900	82,000	110,000
PARK CITIES, TX	SAMMONS	11/80	730 CABLE	TOCOM	\$16.95/\$1100	13,500	13,500
ALTAMONTE SPRINGS, FL	STORER	11/80	430 CABLE	TOCOM	\$15.95/\$820	17,000	19,200

THE ROGERS CABLE SECURITY SYSTEM IN SYRACUSE, NY IS NOT MENTIONED HERE DESPITE ITS 1000 SUBSCRIBERS BECAUSE IT WAS OFFERED FREE UNDER THE TERMS OF ITS CABLE TV FRANCHISE. HARRIS EQUIPMENT WAS USED. TOCOM HAS A 66% MARKET SHARE. 23 OUT OF 35 CABLE OPERATORS WHO OFFER SECURITY USE TOCOM EQUIPMENT.

SOURCE: JULY 29, 1982 ISSUE OF PAUL KAGAN'S CABLE TV SECURITY NEWSLETTER

Cover story

problems with stuck transmitters and faulty integrated circuits. According to Corboy, TOCOM received several batches of integrated circuits 10 or 11 months ago and included them in equipment shipped to the Sammons system in Fort Worth, Texas. The equipment had a high failure rate and TOCOM was forced to ship out some returns. Corboy said, "We just didn't catch it—it was dumb." The problem is now all squared away, he said.

Another cause of widespread equipment failure that has come to the attention of the equipment manufacturers is the practice of testing equipment in one climate and installing it another. Sensitivity to this problem on the part of the major manufacturers has resulted in a dramatic decrease in the number of false alarms attributable to the effect of differing temperatures on the equipment.

Until recently, cable system operators who offer security have complained of the necessity for frequent in-home terminal adjustments. However, the major equipment companies are moving to eliminate this inconvenient and costly task by building into their headend location. It is predicted that this feature will be standard equipment for all state-of-the-art cable security systems in the very near future.

The industrywide question of who will answer alarm calls generated by a cable security system is being answered by the trend toward joint ventures between cable system operators and traditional alarm companies. The alarm companies not only have long-standing working relationships with local fire and police departments, but also in many cases, a private guard service as well. Therefore, cable security subscribers can be sold on the advantage of having two separate entities attuned to their calls for help. ADT, the largest and oldest security company in the business, recently announced its interest in joint ventures of this kind. ADT has a vast network of traditional central station monitoring facilities throughout the country.

"Home security involves a higher level of selling," according to Corboy. "You're selling peace of mind, not hardware. It's not order-taking. You can't take orders over the phone. It's in-home selling. You have to be willing to spend an hour or two and explain what it does and what it can do for the man and the wife. It's harder selling and it's different than selling entertainment services, but with the right team it can be done and done successfully." The Dayton, Ohio, system is a TOCOM showcase. "We're up to 60 or 70 sales a month in Dayton. We're generating a profit up there and a positive cash flow. It can be a 50 percent cash flow item and a business every bit as good as cable," Corboy said.

The end user is not only one who needs to be sold. The cable companies, earnings depleted by system construction or rebuilding, are wary of getting into yet another business that requires a cash outlay or commitment of an additional channel to an uncertain venture. Preoccupied with meeting franchise obligations and adding new pay tiers, attitudes toward security are often, "Go away, don't bother me, don't you



ACS has an unusual video monitor designed to assist field technicians in adjusting equipment in individual dwellings. The camera sends the metered signal directly to the technician via a monitor or television screen.

see I'm busy."

Industry experts agree that the break-even point is about 1,500 subscribers. However, there are only two such systems on-line today. Even those companies with a healthy sales pace—30 to 60 a month—are at least a year away from 1,500 installations. Therefore, the majority of the systems continue to lose money and many cable operators continue to cast a jaundiced eye toward the security business.

"You can spend your money buying full-page ads to tell the world that you're the best," Schrock said. "or you can spend your money in engineering to make your product the best. What the market badly needs is a few success stories in place and people all of a sudden will pile on the bandwagon. And I don't mean saying, 'I've got a thousand running and isn't that great!' I want some

little guy to stand up and say, 'I put on 20 subscribers a month and I'm making money.' The problem with security isn't all that different from satellites. Five years ago you couldn't convince most cable operators to put up a satellite dish. All of a sudden, you can't find a cable operator who doesn't have two or three. Once somebody starts to go they all go," Schrock said.

Aside from the merits of any one system over another, is cable a reliable medium for security monitoring? Opinion is sharply divided. According to Korodi, you cannot call a non-redundant system a security system. In effect, he is saying that cable is fine for a first line of defense, but he would not go into the game without a digital dialer playing back-up.

"You have outages, you have cable cuts, you have noise ingress problems," Korodi said. "And it's not just having your tube go out for 20 minutes so you don't have a program; you could push the button when you're dying or your house is on fire."

Schrock refuted the idea that telephone security alone or in conjunction with cable monitoring is a feasible alternative. "Cable is the only medium within our grasp that has the capacity to handle more than a fraction of the population for something like security in a supervised mode," Schrock said. "If you took more than a few percent of the population and put them onto telephone security and all those little dialers started dialing, the phone system would literally fold."

Most analysts today feel it is the telephone security connection that needs a fail-safe mechanism, not the other way around. Even if the potential burglar were to isolate the cable connection that serves an individual residence, as soon as the line was tampered with, a fault or tamper signal would be sent to the control computer. The subscriber's terminal would be repelled. If the status remained the same, the monitoring operator then would be alerted to contact the subscriber's residence by telephone. Unless someone answered and gave a specific coded replay indicating that all was well, aid would be dispatched immediately. If the telephone line did not work, the operator would automatically dispatch assistance. The all-encompassing nature of the protection afforded by cable security only now is beginning to be understood by the customer.

"Crime you don't have to advertise for," according to Korodi, "it's there. With husbands and wives both working, inflation and bad times, people see the need to protect their homes while they are there and while they are away." Korodi sees security systems as standard built-in features for new homes in two years.

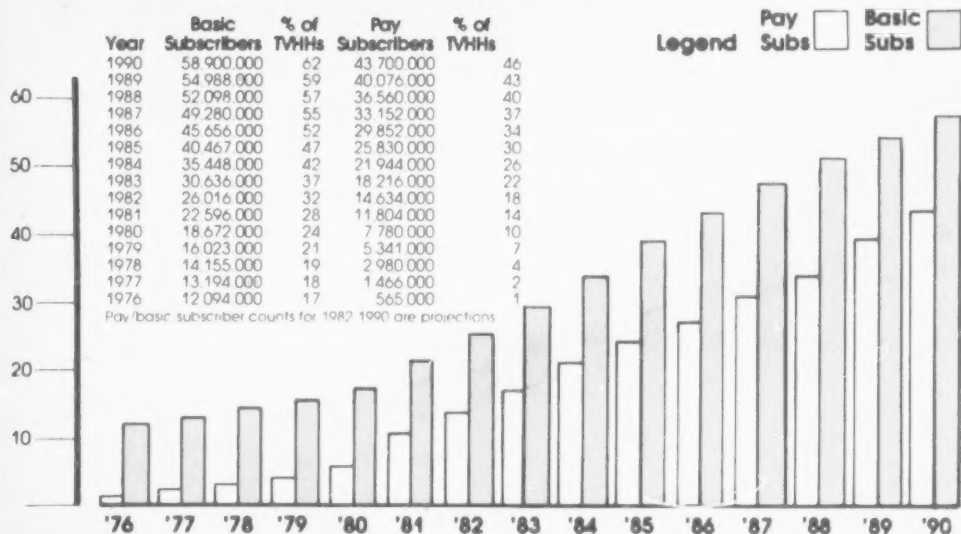
The time is approaching rapidly when the decision to purchase a security system will no longer lie with the homeowner. Security systems will soon be standard features in all new homes, much like garbage disposals and central air conditioning units are today.

—Kathleen Lane

Kathleen Lane is a New York-based consultant in the new video markets. She is also an attorney specializing in entertainment and contract matters.

Cable stats

Pay/basic cable growth



Cable barometer

Television households (TVHH) ... 81,500,000
 Homes passed by cable (HP) 44,252,000
 Percent of TVHH passed by cable 54.30%
 Basic cable subscribers 24,242,000
 Percent of TVHH with basic cable .. 29.75%
 Percent of HP with basic cable .. 54.78%
 Pay cable subscribers 13,219,000
 Percent of TVHH with pay cable ... 16.22%
 Percent of HP with pay cable ... 29.87%
 Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

STV Licenses

ARIZONA

Phoenix

Franchisee: ON TV
 Licensed station: 15 KNXV
 3702 E. Chipman Rd.
 Phoenix, Ariz. 85040
 (602) 243-6681
 General manager: George Feltig
 Franchisee parent firm: Oak Communications
 Metro population: 1,293,000
 Application granted date: 6/78
 Start-up date: 9/79
 Programming: Movies, sports, special events, pay-per-view, local programming
 Subscribers: 37,014 (as of 8/10/82)
 Rates: Installation: \$49.95 Deposit: \$20.00
 Monthly: \$19.95 Additional tier: \$4.95

CALIFORNIA

Los Angeles

Franchisee: ON TV
 Licensed station: 52 KBSC
 1139 Grand Central Ave.
 Glendale, Calif. 91201
 (213) 507-5600
 General manager: Richard Whitman
 Franchisee parent firm: Oak Communications
 Metro population: 6,000,000
 Application granted date: 8/76
 Start-up date: 4/1/77
 Programming: Movies, sports, concerts
 Subscribers: 379,601 (as of 7/10/82)
 Rates: Installation: \$39.95 Deposit: \$25.00
 Monthly: \$22.00 Additional tier: N/A

Marina del Rey

Franchisee: SelectTV of California
 Licensed station: 22 KWHY
 4755 Alta Rd.
 Marina del Rey, Calif. 90291
 (213) 827-4444
 General manager: Bob Bunn
 Franchisee parent firm: Harris Broadcasting
 Metro population: 7,081,000
 Application granted date: 3/26/73
 Start-up date: 7/78
 Programming: SelectTV originated
 Subscribers: 111,800 (as of 3/82)
 Rates: Installation: \$41.00 Deposit: \$25.00
 Monthly: \$24.55 Additional tier: N/A

San Francisco

Franchisee: Subscription TV of San Francisco (STAR-TV)
 Licensed station: 26 KTSF
 1176 Cherry Ave.
 San Bruno, Calif. 94066
 (415) 875-1211
 General manager: John Groom (Station Manager)

Franchisee parent firm: Satellite Television And Associated Resources

Metro population: 3,184,000
 Application granted date: 5/77
 Start-up date: 8/80
 Programming: Movies, sports
 Subscribers: 32,058 (as of 8/16/82)
 Rates: Installation: \$49.95 Deposit: \$25.00
 Monthly: \$22.95 Additional tier: \$4.95

San Jose

Franchisee: STAR
 Licensed station: 48 KSTS
 2349 Bering Dr.
 San Jose, Calif. 95131
 (408) 946-3400
 General manager: John Douglas
 Franchisee parent firm: Satellite Television And Associated Resources
 Metro population: 1,232,000
 Application granted date: 2/80
 Start-up date: 12/81
 Programming: Blockbuster movies, stage productions, adult programming
 Subscribers: 32,058 (as of 8/1/82)
 Rates: Installation: \$49.95 Deposit: \$25.00
 Monthly: \$22.95 Additional tier: \$4.95
 *Combined San Jose and San Francisco

DISTRICT OF COLUMBIA

Washington, D.C.

Franchisee: Subscription Television of Greater Washington
 Licensed station: 50 WCGW
 8200 Greensboro Dr., Suite 400
 McLean, Va. 22102
 (703) 556-9250
 General manager: Ted Ledbetter
 Franchisee parent firm: Field Communications, ST of A
 Metro population: 1,400,000
 Application granted date: 8/80
 Start-up date: 11/1/81
 Programming: Super TV—movies, sports (local), concerts, live entertainment
 Subscribers: 55,000 (as of 8/16/82)
 Rates: Installation: \$49.95 Deposit: \$25.00
 Monthly: \$19.95 Additional tier: \$4.95
 *Combined DC and Baltimore

FLORIDA

Fort Lauderdale

Franchisee: NST-Fort Lauderdale
 Licensed station: 51 WULF
 4035 N. 29th Ave.
 Hollywood, Fla. 33020
 (305) 923-6699
 General manager: Paul Rishell
 Franchisee parent firm: Oak Communications
 Metro population: 1,100,000
 Application granted date: 3/79
 Start-up date: 1/1/80
 Programming: Basic—movies, sports events, concerts, adult entertainment

Subscribers: 44,398 (as of 8/10/82)
 Rates: Installation: \$49.95 Deposit: \$20.00
 Monthly: \$19.95 Additional tier: \$4.95

GEORGIA

Atlanta

Franchisee: STV of Greater Atlanta
 Licensed station: 69 WVEU
 2700 Northeast Expressway, Bldg. A
 Atlanta, Ga. 30345
 (404) 321-0690
 General manager: Robert Rueckert
 Franchisee parent firm: Dynacom
 Metro population: 1,200,000
 Application granted date: 8/80
 Start-up date: 8/81
 Programming: 70 Blockbuster movies per month, locally produced specials, adult programming
 Subscribers: 6,200 (as of 8/1/81)
 Rates: Installation: \$27.95 Deposit: \$20.00
 Monthly: \$20.95 Additional tier: \$5.95

ILLINOIS

Aurora

Franchisee: Sports Vision
 Licensed station: 60 WBBS/WFPW
 5525 N. Broadway
 Aurora, Ill. 60640
 (312) 787-2600
 General manager:
 Franchisee parent firm: four Chicago sports teams
 Metro population: 7,030,000
 Application granted date: 11/81
 Start-up date: 5/10/82
 Programming: Evening prime time sports shows, selected weekends, 7-2:30 a.m.
 Subscribers: 20,000 (as of 8/16/82)
 Rates: Installation: \$52.95 Deposit: None
 Monthly: \$21.95 Additional tier: \$15.00 SportsVision & ON TV

Chicago

Franchisee: ON TV
 Licensed station: 44 WSNB
 500 E. Business Center Dr.
 Mt. Prospect, Ill. 60056
 (312) 635-7050
 General manager: David Gordon
 Franchisee parent firm: Oak Communications/Harris Broadcasting

Metro population: 7,868,246
 Application granted date: 2/80
 Start-up date: 9/80
 Programming: Movies, sports
 Subscribers: 122,774 (as of 8/10/82)
 Rates: Installation: \$52.95 Deposit: \$21.95
 Monthly: \$21.95 Additional tier: \$5.95

Chicago

Franchisee: Chicago Subscription Television
 Licensed station: 66 WFBN
 501 W. Algonquin Rd.
 Arlington Heights, Ill. 60005

Cable stats

(312) 952-1122

General manager: William Price

Franchisee parent firm: United Cable Television Corporation

Metro population: 7,868,246

Application granted date: 7/80

Start-up date: 9/28/81

Programming: Premium pay TV service; uninterrupted hit movies, live sporting events, exclusive Chicago events, entertainment concerts, themed program groups, optional adult movies

Subscribers: 57,000 (as of 6/1/82)

Rates installation: \$52.00 Deposit:

Monthly: \$21.95 Additional tier: \$5.95

MASSACHUSETTS

Boston

Franchisee: Preview

Licensed station: 27 WSMW

51 Morgan Dr

Norwood, Mass 06062

(617) 769-7850

General manager: Bill Koehler

Franchisee parent firm: American TV and Communications Corp. (ATC)

Metro population: 5,060,000

Application granted date: 2/80

Start-up date: 9/80

Programming: Blockbuster movies

Subscribers: 51,000 (as of 8/1/82)

Rates installation: \$22.95 Deposit:

Monthly: \$20.95 Additional tier:

Boston

Franchisee: STAR

Licensed station: 68 WQTV

140 Gould St

Needham Heights, Mass 02194

(617) 267-1530

General manager: J. Lance Leavy

Franchisee parent firm: Satellite Television and Associated Resources

Metro population: 3,448,122

Applications granted date: 3/73

Start-up date: 7/79

Programming: Blockbuster movies, special on stage productions, legitimate theater, adult programming

Subscribers: 68,043 (as of 8/1/82)

Rates installation: \$45.00 Deposit:

Monthly: \$25.00 Additional tier:

MARYLAND

Baltimore

Franchisee: Subscription Television of Washington/Baltimore

Licensed station: 54 WNUV

8200 Greensboro Dr

McLean, Va 22102

(703) 556-9250

General manager:

Franchisee parent firm: Field Communications, Subscription Television of America

Metro population: 3,017,000

Application granted date: 3/80

Start-up date: 7/1/82

Programming: Live concerts, adult programming, Blockbuster movies

Subscribers: 55,000 (as of 8/16/82)

Rates installation: \$49.95 Deposit: \$20.00

Monthly: \$19.95 Additional tier: \$4.95

*Combined DC and Baltimore

MICHIGAN

Ann Arbor

Franchisee: Ann Arbor STV (Subscription Television)

Licensed station: 31 WHH

3951 Varsity Dr

Ann Arbor, Mich 48104

(313) 973-7900

General manager: Jack Mann

Franchisee parent firm: Satellite Syndicated Systems Inc.

Metro population: 1,600,000

Application granted date: 2/23/80

Start-up date: 2/1/81

Programming: SelectTV Basic—prime time theater, adult tier, Night Owl theater

Subscribers: 15,000 (as of 8/1/82)

Rates installation: \$49.95 Deposit: \$50.00

Monthly: \$22.95 Additional tier: \$3.95, 1 tier

Detroit

Franchisee: ON TV

Licensed station: 20 WXON

1226 Rankin

Troy, Mich 48064

(313) 583-3000

General manager: L. Stephen Savodelli

Franchisee parent firm: Chartwell Communications/Tandem Productions

Metro population: 4,617,510

Application granted date: 6/77

Start-up date: 1/79

Programming: Local sports (professional & collegiate), movies, concerts

Subscribers: 61,000 (as of 8/1/82)

Rates installation: \$49.95 Deposit: \$50.00

Monthly: \$22.50 Additional tier:

MISSOURI

St. Louis

Franchisee: Preview

Licensed station: 30 KDNL

11636 Lackland Rd

St. Louis, Mo 63141

(314) 993-3477

General manager: Donald Pascarella

Franchisee parent firm: Cox Communications

Metro population: 2,745,000

Application granted date: 2/80

Start-up date: 6/1/82

Programming: Movies & specials each month, Cardinals baseball

Subscribers: 4,500 (as of 7/82)

Rates installation: \$49.95 Deposit: \$35.00

Monthly: \$24.90 Additional tier:

Kansas City

Franchisee: American Subscription Television of Kansas City Inc.

Licensed station: 62 KTMA

1875 Century Park East (home office)

Los Angeles, Calif 90067

(213) 552-1055

General manager:

Franchisee parent firm: Home Entertainment Network, a subsidiary of United Cable

Metro population: 1,300,000

Application granted date: 4/81

Start-up date: 1/83

Programming: Movies, sports

Subscribers: 0 (as of 8/82)

Rates installation: Deposit:

Monthly: Additional tier:

MINNESOTA

Bemidji

Franchisee: SelectTV (K26AC)

Licensed station: 26 KEKR

726 Anne St

Bemidji, Minn

(218) 751-0526

General manager: John Boler

STV Licenses Pending

ILLINOIS

Chicago

7. American Broadcasting Co. WLS

Chicago, Ill

File Number:

INDIANA

Anderson

67. Indiana Telecasters

Anderson, Ind

File Number: BSTV-800626K1

MICHIGAN

Detroit

7. American Broadcasting Co. WXYZ

Detroit, Mich

File Number:

NEW YORK

New York

7. American Broadcasting Co. WABC

New York, N.Y

File Number:

PENNSYLVANIA

Lebanon

59. Great Lebanon Co. Telecasting

Lebanon, Pa

File Number: BSTV-800130KJ

TENNESSEE

Nashville

30. ATC Corp.

Nashville, Tenn

File Number: BSTV-790910KG

Nashville

30. National TV-Chartwell

Nashville, Tenn

File Number:

Nashville

30. Choice of TN

Nashville, Tenn

File Number: 7901026KP

Nashville

30. Golden West Broadcasters

Nashville, Tenn

File Number: BSTV-790126KU

UTAH

Scrill Lake City

14. American TV of Utah

Salt Lake City, Utah

File Number: BSTV-790822KF

WASHINGTON

Seattle

22. Satellite STV Company

Seattle, Wash

Franchisee parent firm: SelectTV

Metro population: 12,000

Application granted date: 4/81

Start-up date: 1/82

Programming: Adult tier, basic programming

Subscribers: 294 (as of 7/31/82)

Rates installation: \$49.50 Deposit: \$50.00

Monthly: \$15.85 Additional tier: \$6.00

NEW JERSEY

Vineland

Franchisee: WHT (Wometco Home Theatre)

Licensed station: 65 WRBV

286 Eldridge Rd

Vineland, N.J. 07006

(201) 227-8700

General manager: Carmen Colucci-Station Manager

Franchisee parent firm: Wometco Enterprises Inc

Metro population: 1,666,631

Application granted date: 12/79

Start-up date: 7/81

Programming: WHT recent major films, sports and entertainment specials, "Rendezvous" late night adult tier

Subscribers: 18,000 (as of 6/82)

Rates installation: \$60.00 Deposit:

Monthly: \$21.00 Additional tier:

Newark

Franchisee: WHT (Wometco Home Theatre)

Licensed station: 68

390 W. Market St

Newark, N.J. 07107

(201) 643-6800

General manager: Herb Lefkowitz

Franchisee parent firm: Wometco Enterprises Inc

Metro population: 4,334,680

Application granted date: 7/72

Start-up date: 3/77

Programming: Recent major films, sports and entertainment specials "Nightcap" late night adult fare (as of 1/80 no charge)

Subscribers: 110,200 (as of 6/16/82)

Rates installation: \$60.00 Deposit:

Monthly: \$21.00 Additional tier:

(List to be completed next week)

File Number

CALIFORNIA

Fresno

53. MDS-STV

6803 West Blvd

Inglewood, Calif 90302

File Number: BSTV-41

Guasti

46. Hispanic Best Inc

Guasti, Calif

File Number: BSTV-7904 OFF

Los Angeles

7. American Broadcasting Co. KABC

Los Angeles, Calif

File Number:

San Francisco

7. American Broadcasting Co. KGO

San Francisco, Calif

File Number:

COLORADO

Denver

20. Colorado TV Inc

Denver, Colo

File Number: BSTV-32

Denver

Oak

Denver, Colo

File Number: BSTV-790305LE

DELAWARE

Wilmington

61. Sixty-One Corp

Wilmington, Del

File Number:

Wilmington

61. Ebony Broadcasting Corp. and Telecast for ASTV

Wilmington, Del

File Number:

FLORIDA

Miami

33. American STV-Clarion

Miami, Fla

File Number: BSTV-44

Miami

39. Contemporary TV Broadcasting

Miami, Fla

File Number: 7807191A

St. Petersburg

38. Oak Systems

St. Petersburg, Fla

File Number: 790615K1